

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method comprising:

receiving at a communication terminal a profile message;

parsing the received profile message to identify a plurality of profile fields corresponding to terminal operating characteristics, wherein the profile message comprises at least two profile fields that correspond to any of the following: a ringing tone field, a ringing volume field, an incoming call alert field, a message alert tone field, a keypad tone field, a warning tone field, or a graphic field;

displaying on the communication terminal a list of selectable options comprising at least a first option to save the received profile message, a second option to discard the received profile message, and a third option to review the plurality of profile fields in the received profile message,

wherein upon receiving a user input selecting the second option the communication terminal is configured to allow a user to elect not to store one or more of the received plurality of profile fields in a memory of the communication terminal, ~~and~~

wherein upon receiving a user input selecting the third option the communication terminal is configured to allow a user to play a ringing tone received with the profile message and to view a graphic received with the profile message, ~~and~~;

~~wherein upon receiving a first user input selecting the first option to save the received profile message the communication terminal is configured to identify;~~

~~in response to said first user input, identifying a first user profile out of one or more user profiles stored in the communication terminal, wherein each of the user profiles corresponds to a set of user preferences and settings that control the operation of the communication terminal,;~~
and further configured to store

~~in response to said first user input, storing the plurality of profile fields as the first user profile in the communication terminal, and~~

wherein upon selection of the first user profile, the communication terminal is

configured to operate according to the received plurality of profile fields.

2. (Previously Presented) A method according to claim 1, wherein the received plurality of profile fields includes a ringing tone and at least one graphical picture.
3. (Canceled)
4. (Previously Presented) A method according to claim 1, wherein the plurality of profile fields includes at least one of a card defining contact information and a calendar note defining a date of an event.
5. (Previously Presented) A method according to claim 1, wherein the plurality of profile fields includes bookmark information defining the location of a server document.
6. (Previously Presented) A method according to claim 1, wherein the profile message is received from a remote server providing promotional content.
7. (Previously Presented) A method according to claim 1, wherein the profile message is received from a remote server providing event driven content.
8. (Previously Presented) A method according to claim 1, further comprising providing a display on the communication terminal allowing the user to discard one or more of the terminal operating characteristics from a received profile message after inspecting the plurality of profile fields included in the profile message.
9. (Previously Presented) A method according to claim 2 wherein the at least one graphical picture includes a plurality of individual pictures displayed successively in order to create an animation.
10. (Previously Presented) A method according to claim 9, wherein the animation becomes a

screen saver for the communication terminal upon selection of the first user profile.

11. (Previously Presented) A method according to claim 1, wherein the profile message includes a profile name label for the plurality of profile fields corresponding to terminal operating characteristics.

12-32. (Canceled)

33. (Currently Amended) A method comprising:

receiving at a communication terminal a profile message including a plurality of profile fields corresponding to a group of terminal operating characteristics, wherein the profile message comprises at least two profile fields that correspond to any of the following: a ringing tone field, a ringing volume field, an incoming call alert field, a message alert tone field, a keypad tone field, a warning tone field, or a graphic field;

displaying on the communication terminal a list of selectable options comprising at least a first option to save the received profile message, a second option to discard the received profile message, and a third option to review the plurality of profile fields in the received profile message,

wherein upon receiving a user input selecting the second option the communication terminal is configured to allow a user to elect not to store one or more of the received plurality of profile fields in a memory of the communication terminal, and

wherein upon receiving a user input selecting the third option the communication terminal is configured to allow a user to play a ringing tone received with the profile message and to view a graphic received with the profile message, and;

wherein upon receiving a first user input selecting the first option to save the received profile message, the communication terminal is configured to identify

in response to said first user input, identifying a first user-selectable profile out of one or more user-selectable profiles stored on the communication terminal, wherein each of the user-selectable profiles corresponds to a set of user preferences and settings that control the operation

of the communication terminal, ~~and~~ further configured to update

~~in response to said first user input, updating~~ the set of user preferences and settings of the first user-selectable profile to correspond to the received plurality of profile fields, and

wherein upon selection of the first user-selectable profile, the communication terminal is configured to operate according to the received plurality of profile fields.

34. (Previously Presented) A method according to claim 33, wherein the received plurality of profile fields includes a ringing tone and at least one graphical picture.

35. (Canceled)

36. (Previously Presented) A method according to claim 34, wherein the plurality of profile fields further includes at least one of a card defining contact information and a calendar note defining a date of an event.

37. (Previously Presented) A method according to claim 34, wherein the plurality of profile fields further includes bookmark information defining the location of a server document.

38. (Previously Presented) A method according to claim 33, wherein the profile message is received from a remote server providing promotional content.

39. (Previously Presented) A method according to claim 33, wherein the profile message is received from a remote server providing event driven content.

40-48. (Canceled)

49. (Currently Amended) An apparatus, comprising:
a processor; and

at least one memory including computer program code, the at least one memory and the computer program code configured to, with the processor, cause the apparatus at least to perform:

receiving a profile message including a plurality of profile fields corresponding to a group of terminal operating characteristics, wherein the profile message comprises at least two profile fields that correspond to any of the following: a ringing tone field, a ringing volume field, an incoming call alert field, a message alert tone field, a keypad tone field, a warning tone field, or a graphic field;

displaying on the apparatus a list of selectable options comprising at least a first option to save the received profile message, a second option to discard the received profile message, and a third option to review the plurality of profile fields in the received profile message,

wherein upon receiving a user input selecting the second option the apparatus is configured to allow a user to elect not to store one or more of the received plurality of profile fields in the at least one memory of the apparatus, ~~and~~

wherein upon receiving a user input selecting the third option the apparatus is configured to allow a user to play a ringing tone received with the profile message and to view a graphic received with the profile message, ~~and~~;

~~wherein upon receiving a first user input selecting the first option to save the received profile message; the apparatus is configured to identify~~

~~in response to said first user input, identifying a first user profile out of one or more user profiles stored in the at least one memory, wherein each of the user profiles corresponds to a set of user preferences and settings that control the operation of the apparatus, and further configured to store~~

~~in response to said first user input, storing the plurality of profile fields as the first user profile in the at least one memory of the apparatus; and~~

~~wherein configuring the apparatus is configured to operate according to the received plurality of profile fields when the first user profile is selected on the apparatus.~~

50-51. (Canceled)

52. (Currently Amended) The apparatus of claim 49, wherein ~~upon receiving a the first user~~ input selecting the first option to save the received profile message, ~~the apparatus is further configured to display~~ comprises displaying on the apparatus a user interface allowing a user to discard one or more of the received plurality of profile fields from the received profile message before configuring the apparatus to operate according to the received plurality of profile fields in the message.

53. (Previously Presented) The apparatus of claim 49, wherein the received plurality of profile fields comprises a ringing tone and at least one graphical picture.

54. (Canceled)

55. (Currently Amended) The method of claim 1, ~~wherein configuring the communication terminal comprises:~~
wherein upon receiving a in response to said first user input selecting the first option to save the received profile message, the communication terminal is further configured to create
~~creating~~ a new user profile on the communication terminal based on the plurality of received profile fields.

56. (Canceled)

57. (Currently Amended) The apparatus of claim 49, ~~wherein configuring the apparatus comprises:~~
wherein upon receiving a in response to said first user input selecting the first option to save the received profile message, the apparatus is further configured to create
~~creating~~ a new user profile in the memory of the apparatus based on the plurality of received profile fields.

58. (Currently Amended) A memory having stored therein executable instructions which, when executed, cause a communication terminal to perform:

receiving at the communication terminal a profile message;

parsing the received profile message to identify a plurality of profile fields corresponding to terminal operating characteristics, wherein the profile message comprises at least two profile fields that correspond to any of the following: a ringing tone field, a ringing volume field, an incoming call alert field, a message alert tone field, a keypad tone field, a warning tone field, or a graphic field;

displaying on the communication terminal a list of selectable options comprising at least a first option to save the received profile message, a second option to discard the received profile message, and a third option to review the plurality of profile fields in the received profile message,

wherein upon receiving a user input selecting the second option the communication terminal is configured to allow a user to elect not to store one or more of the received plurality of profile fields in the memory of the communication terminal, ~~and~~

wherein upon receiving a user input selecting the third option the communication terminal is configured to allow a user to play a ringing tone received with the profile message and to view a graphic received with the profile message, ~~and~~;

wherein upon receiving a first user input selecting the first option to save the received profile message, the communication terminal is configured to identify

in response to said first user input, identifying a first user profile out of one or more user profiles stored in the communication terminal, wherein each of the user profiles corresponds to a set of user preferences and settings that control the operation of the communication terminal, and further configured to store

in response to said first user input, storing the plurality of profile fields as the first user profile in the communication terminal, and

wherein upon selection of the first user profile, the communication terminal is

configured to operate according to the received plurality of profile fields.

59. (Previously Presented) The memory of claim 58, wherein the received plurality of profile fields includes a ringing tone and at least one graphical picture.

60. (Previously Presented) The method of claim 1, wherein the profile message comprises one or more short message service (SMS) messages received at the communication terminal.

61. (Previously Presented) The method of claim 60, wherein the profile message comprises a plurality of concatenated SMS messages.

62. (Previously Presented) The method of claim 60, wherein the plurality of profile fields are separated within the one or more SMS messages using line feed characters.

63. (Previously Presented) The method of claim 1, wherein the plurality of profile fields comprises a first field having a first field identifier corresponding to a first data type, and a second field having a second field identifier corresponding to a second different data type.

64. (Previously Presented) The apparatus of claim 49, wherein the profile message comprises one or more short message service (SMS) messages.

65. (Previously Presented) The apparatus of claim 64, wherein the profile message comprises a plurality of concatenated SMS messages.

66. (Previously Presented) The apparatus of claim 64, wherein the plurality of profile fields are separated within the one or more SMS messages using line feed characters.

67. (Previously Presented) The apparatus of claim 49, wherein the plurality of profile fields comprises a first field having a first field identifier corresponding to a first data type, and a second field having a second field identifier corresponding to a second different data type.

68. (Currently Amended) An apparatus, comprising:

a processor; and

at least one memory including computer program code, the at least one memory and the computer program code configured to, with the processor, cause the apparatus at least to perform:

receiving at the apparatus a profile message from a remote terminal via a wireless communication network;

parsing the received profile message to identify a plurality of profile fields corresponding to terminal operating characteristics, wherein the profile message comprises at least two profile fields that correspond to any of the following: a ringing tone field, a ringing volume field, an incoming call alert field, a message alert tone field, a keypad tone field, a warning tone field, or a graphic field;

displaying on the apparatus a notification indicating that a profile message has been received at the apparatus;

displaying on the apparatus a list of selectable options comprising at least a first option to save the received profile message, a second option to discard the received profile message, and a third option to review the plurality of profile fields in the received profile message,

wherein upon receiving a user input selecting the second option the apparatus is configured to allow a user to elect not to store one or more of the received plurality of profile fields in the at least one memory of the apparatus, ~~and~~

wherein upon receiving a user input selecting the third option the apparatus is configured to allow a user to play a ringing tone received with the profile message and to view a graphic received with the profile message, and;

wherein upon receiving a ~~first~~ user input selecting the first option ~~to save the received profile message~~; the apparatus is configured to identify
~~in response to said first user input, identifying~~ a plurality of user profiles stored in

the at least one memory of the apparatus, wherein each of the user profiles corresponds to a set of user preferences and settings that control the operation of the apparatus;

displaying on the apparatus a list of selectable items corresponding to the plurality of user profiles;

receiving a ~~second~~ user input associating a displayed selectable item corresponding to a first user profile with the received plurality of profile fields;

in response to said ~~second~~ user input, storing the plurality of profile fields as the first user profile in the at least one memory of the apparatus;

receiving a second ~~third~~ user input selecting the first user profile as the operational profile on the apparatus; and

in response to said second ~~third~~ user input, configuring the apparatus to operate according to the received plurality of profile fields.